Newnan Utilities

The Client:
The people at Newnan Utilities focus on providing superior service and leading-edge technology to improve the lives of its customers. They have done so since 1904, when the Georgia Assembly gave municipalities the power to own and operate their own utilities. Serving over 20,000 customers, Newnan Utilities provides water, electricity, high-speed Internet, cable television, and video security services to homes and businesses in Newnan and throughout Coweta County, in northwest Georgia. Video security is the newest of Newnan's product offerings, and thanks to NETVM, is becoming a new profit center for the company.

The Situation:
Newnan's video security services began with an alliance with local police to provide video surveillance at the city's intersections. However, the utility struggled with unreliable legacy software. Excessive downtime was compounded by service delays lasting up to a month. In addition, patrolmen found the old system to be non-intuitive, of limited functionality, and generally hard to use. While the potential for commercial expansion was clear, Newnan needed a more reliable, flexible, and functional software package to deliver video security services.

Newnan decided to sponsor a live contest between competing software developers. D3Data and three competitors were chosen for a 30-day trial. At the end of the trial period, D3Data's NETVM clearly rose above the competition in the areas of price, ease of use, ease of integration, and functionality. "The software that we chose would have to be compatible with the systems that we already had in place. D3Data's platform did that just fine," says Brian Pettite, Telecommunication Supervisor.

The Solution:
Newnan presently operates a 37-camera system using D3Data's NETVM Unlimited software package to monitor a housing development and two business clients. In addition, Newnan monitors four of its corporate campuses using NETVM. To demonstrate NETVM's support capabilities, the 37 cameras represent multiple makes and models of video camera. Newnan's system is controlled from D3Data's data center via managed services on the West Coast. However, Newnan's users have complete control over their individual camera systems, with the ability to manipulate the interface to view incidents, to store incident images, and to download images to personal computers or PDAs.

The Benefits:

⊳ Reliability:
Since NETVM was installed this past fall, Newnan's system has undergone one service outage. The problem was resolved and the system restored within 24 hours.

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– Mike Mayo
Chief Technician
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⊳ Functionality:
The legacy software limited users to a four-camera view. NETVM allows unlimited camera views, with functionality that isolates any active view. The user can drill down to the active camera for easy viewing. In addition, camera images can be downloaded to the user's computer, including PDAs.

This functionality has been especially welcome to Newnan's police officers, who can now view incident scenes as they approach from a safe distance. For Newnan's police force, ease of use "It means less time in front of the computer, more time catching the bad guys," says Mike Mayo, Telecommunications Lead Technician.

Overall, customer feedback has been extremely positive. "All of our users find the software to be very useful and easy to navigate," says Mayo.

Improved Service:
D3Data's service has "exceeded my expectations," says Mayo. "Usually I identify issues first thing in the morning and fire off an email. I typically hear back within four hours."

New profit center:
Newnan understood the commercial potential of video security after positive feedback to the initial system from the Newnan police force. But technical and configuration problems thwarted Newnan's ability to exploit the opportunity. "The commercial deployment was already there with the old system; the potential to expand was not. With D3Data, expanding is not an issue," says Mayo.

Newnan's pilot program includes providing NETVM security to a local housing development, Lake Windsong, and Brown Steel, a local manufacturer. Brown uses NETVM with two cameras to monitor its property.

The housing development uses two cameras to monitor their entryways, and NETVM allows each homeowner to independently monitor both their individual home and both subdivision entries. "Lake Windsong is a modern community that offers automated features built right into the home that allows for remote monitoring of the home such as thermostats, video, lamps, and other appliances," says Mayo.

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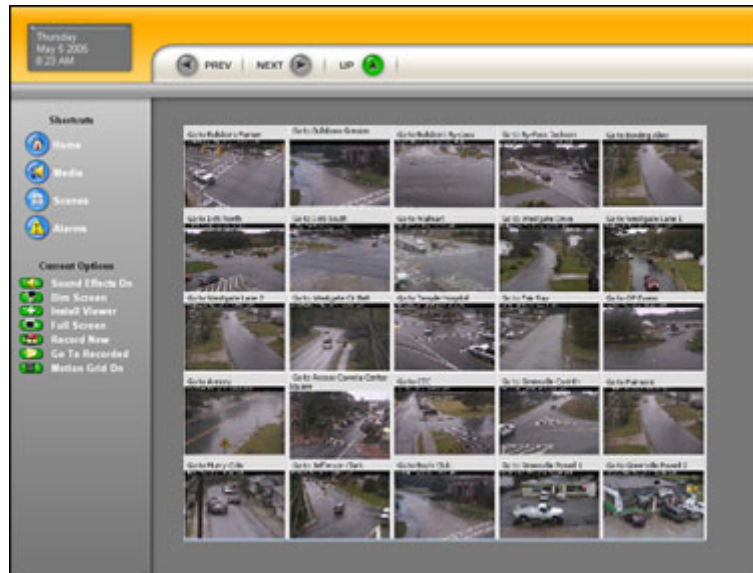>
> **— Mike Mayo**
> **Chief Technician**
> **Newnan Utilities**

Recently, Newnan improved profits by deploying NETVM's IP solution in their Cashier area, saving $8,000, the price a private security company was going to charge to provide video monitoring. "Obviously this will open eyes to the possibility of providing this type of service to our customers at a cost saving to them and still provide a good profit to us as well," concludes Mayo.
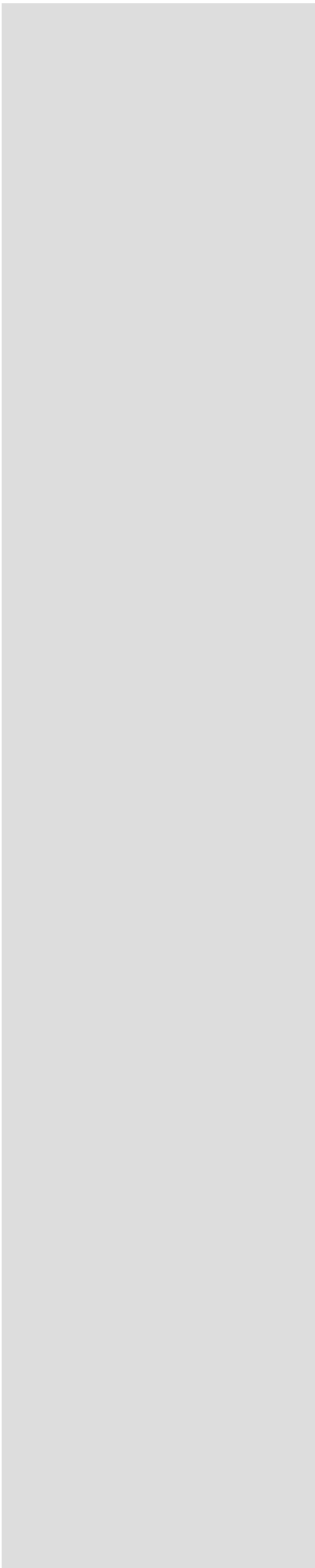
Screenshot:

More Information:
Founded in 2001, D3Data is the first true digital video surveillance management system to offer secure, browser-based access to real-time and recorded camera video. Unlimited cameras and users in multiple local and international locations all interact with recording tools and functionality through a common web browser. On-demand encoding provides the ability to scale the recording of more than 100 cameras on a single machine.

For pricing information, please visit:
http://www.d3data.com/Pricing.pdf

Contact:
Christopher Hills
Managing Partner
D3Data, LLC

Phone: 800-459-9040, Ext. 445
Fax: 888-317-0309
Email: chris.hills@d3data.com
http://www.d3data.com